GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Revenue (DM) Department, NCRMP Additional Financing – Bid Notice for Engaging of Third Party Quality Control Audit (TPQA) of NCRMP Additional Financing and for Construction of MPCS and Road works of PR Department in Nine Coastal Districts of AP - Sanction towards payment of Advertisement Charges for Rs.18,44,872/- Sanction Orders - Issued.

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REVENUE (DM.NCRMP) DEPARTMENT

G.O.RT.No. 51 **Dated: 18-03-2016**

Read the following

1. Lr.No.012/NCRMP-AF/Etcherla/EER/DEE1/2015, Dt: 03.12.2015 & No.0108/ NCRMP-AF/EER/DEE5/AEE12014, Dt: 30.01.2016 from ENC, R&B Department, Hyderabad.
2. Lr.No.77399/CC/Advt-/II/2015-16, Dt:12.11.2015 and No.952PP/CC/Advt-/II/ 2015-16, Dt:19.01.2016 from the Commr., I&PR Dept., Samachar Bhavan, Hyd.
3. Lr.No.NB-10/NCRMP/2012, Dt: 21.12.2015, 22.12.2015 & 04.02.2016 of Chief Engineer, PR, NCRMP, Hyderabad.
4. G.O.Rt.No.388, Finance (FMU-REV,INDS-COM,ENY) Dept, Dt: 04.03.2016.

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ORDER:

The Commissioner, Information & Public Relations Dept., Samachar Bhavan, Hyderabad has submitted bills by giving vide publicity on 13.10.2015 & 22.12.2015 in EENADU Daily Telugu News Paper through M/s Ushodaya Enterprises Pvt., Ltd., and 19.02.2015 in the Hindu (All Editions) Daily English News Paper through M/s Sreeni Advertising Pvt. Ltd., Hyderabad and 13.10.2015 in the Hindu (All Editions) Daily English News Paper through M/s Kasturi & Sons Ltd., Hyderabad and 14.11.2015 in the Indian Express (South) Daily English News Paper through M/s The Indian Express (P) Ltd., Navi Mumbai and 13.11.2015 in the Indian Express (South) Daily English News Paper through M/s /s Express Publications (Madurai) Ltd., Chennai and forwarded bills to the Project Director, SPIU, NCRMP, Revenue (DM) Department, Hyderabad, for Rs.18,44,872/- in the reference 1st to 3rd cited and requested for arranging payments towards advertisement charges to the following Firms:-

i) M/s Ushodaya Enterprises Pvt. Ltd., Hyderabad Rs.2,73,944/-
(Bill Nos. 10119808, 13.10.2015 & 10122770, 22.12.2015)
(Rs.1,59,872/- + Rs.1,14,072/-)

ii) M/s Sreeni Advertising Pvt. Ltd., Hyderabad Rs.6,35,472/-
(Bill No.1635, 18.12.2015)

iii) M/s Kasturi & Sons Ltd., Hyderabad Rs.7,06,080/-
(Bill Nos.IA101511558, & IA111508675 & IA101511551,)
(Rs.2,58,896 + 2,58,896 + 1,88,288)

iv) M/s The Indian Express (P) Ltd., Navi Mumbai Rs…86,400/-
(Bill No.1002285183, 14.11.2015)

v) M/s Express Publications (Madurai) Ltd., Chennai Rs.1,42,976/-
(Bill No.1002285183, 14.11.2015)

Total Rs.18,44,872/-

(PTO)

2. In the G.O. 4th cited, Finance Department have issued BRO and an amount of Rs.25,00,000/- has been provided under 260 - Advertisements, Sales & Publicity Expenses for the 4th quarter of Financial year 2015-16 and the above amount included in this BRO.

3. Government after careful examination, sanction is here by accorded for payment of Rs.18,44,872/- (Rupees Eighteen Lakhs Forty Four Thousands Eight Hundred and Seventy Two Only) after deducting Income Tax @ 2.06% as per IT Rule to the following Firms towards advertisement charges.

i) M/s Ushodaya Enterprises Pvt. Ltd., Hyderabad	Rs.2,73,944/-
ii) M/s Sreeni Advertising Pvt. Ltd., Hyderabad	Rs.6,35,472/-
iii) M/s Kasturi & Sons Ltd., Hyderabad	Rs.7,06,080/-
iv) M/s The Indian Express (P) Ltd., Navi Mumbai	Rs…86,400/-
v) M/s Express Publications (Madurai) Ltd., Chennai	Rs.1,42,976/-
Total	Rs.18,44,872

4. The expenditure sanctioned in para (3) above shall be debited to the following head of account:

Major Head : 4250 – Capital Outlay on other Social Services
Minor Head : 101 – Natural Calamities
Group Head : 12 – Centrally Assisted State Plan Schemes
Sub-Head :(01) – Head Quarters Office Project Implementation Unit (PIU)
260: Advertisements, Sales and Publicity Expenses

5. The DDO, Project Implementation Unit (PIU), NCRMP, Revenue (DM) Department shall draw and credit the amount to the account of *(i) M/s Ushodaya Enterprises Pvt.Ltd., Hyderabad A/c No. 370601010036253, Union Bank of India, Saifabad Branch Hyderabad, IFSC Code: UBIN0537063, (ii) M/s Sreeni Advertising Pvt., Ltd., A/C No.403700301000165, Vijaya Bank, Mukramjahi Road Branch, Hyderabad, IFSC Code: VIJB0004037 (iii) M/s Kasturi & Sons Ltd., Chennai, Tamilnadu, Cash Credit Account No.000951000048, ICICI Bank Ltd., Nungambakkam Branch (009), Chennai, Tamilnadu, IFSC Code: ICIC0000009, (iv) M/s The Indian Express Ltd., CA No.00328640000034, HDFC Bank Ltd, Safdarjung Development Area Branch, New Delhi, IFSC Code:HDFC0000032, …….*

(Contd … 3)

(v) M/s Express Publications (Madurai) Ltd., CA A/C No.169602000000284, Indian Overseas Bank, Ameerpet Branch, Hyderabad, IFSC Code:IOBA0001696, duly deducting income tax at 2.06% as per IT rules.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

J.C. SHARMA
PRINCIPAL SECRETARY TO GOVERNMENT (DM)

To
The Project Manager, SPIU, NCRMP, Revenue (DM) Department, Hyderabad
M/s Ushodaya Enterprises Pvt.Ltd., (Eenadu) Somajiguda, Hyderabad-500082.
M/s Sreeni Advertising Pvt. Ltd., # 210, Durga Bhavani Business Centre, Opp-Satyam Theatre, Ameerpet, Hyderabad-500016.
M/s Kasturi & Sons Ltd., (The Hindu), 6-3-879&879B, Begumpet Public Road, Hyderabad-500016.
M/s The Indian Express (P) Ltd., Plot No.EL/208, TTC, Mahape, Navi Mumbai.
M/s Express Publications (Madurai) Ltd., Express Garden, 29, Ambattur, Industrial Estate, Chennai-600058.
The Pay & Accounts Officer, AP State, Raja Ram Building, Abids, Hyderabad.
The Dy. Pay & Accounts Officer, AP State, Secretariat branch, Hyderabad.
The Director of Treasuries and Accounts, AP State, Raja Ram Building, Abids.
The Accountant General, A.P. Saifabad, Hyderabad.
The Chief Engineer, NCRMP, PR Department, AP State, Errumanzil Colony, Hyd.
The Commissioner, I & PR Department, AP State, Samachar Bhavan, A.C.Guards.

Copy to:
The Finance (FMU-REV,INDS-COM,ENY) Department, AP Secretariat, Hyderabad.
The Accounts Section, SPIU, NCRMP Revenue (DM) Department, Hyderabad
The PS to Director, Disaster Management & Project Director, NCRMP, Revenue (DM) Dept., AP.Secretariat, Hyderabad.
The PS to Principal Secretary to Government, Revenue (Land & DM) Department, AP.Secretariat, Hyderabad.
Sc/Sf

// FORWARDED : : BY ORDER //

SECTION OFFICER